

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .DSCC IE

Product DSCC IE

Estimate# 1936

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 42/45/1936

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	10/02-10/08	3	1	3	\$1,800.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	10/02-10/08	2	1	2	\$2,000.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,900.00	10/02-10/08	2	1	2	\$3,800.00	
	4	SA	7A-9A	SATURDAY TODAY	:30	\$900.00	10/06-10/06	1	1	1	\$900.00	
	5	SU	7A-8A	TODAY ON SUNDAY	:30	\$1,900.00	10/07-10/07	1	1	1	\$1,900.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/02-10/08	2	1	2	\$2,000.00	
	7	TU-F,M	10A-11A	TODAY SHOW III	:30	\$600.00	10/02-10/08	3	1	3	\$1,800.00	
	8	TU-F,M	11A-12P	RACHEL RAY	:30	\$500.00	10/02-10/08	3	1	3	\$1,500.00	
	9	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$500.00	10/02-10/08	3	1	3	\$1,500.00	
	10	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/02-10/08	3	1	3	\$1,275.00	
	11	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/02-10/08	3	1	3	\$975.00	
	12	TU-F,M	3P-4P	DR. PHIL	:30	\$600.00	10/02-10/08	3	1	3	\$1,800.00	
	13	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,800.00	10/02-10/08	2	1	2	\$3,600.00	
	Buyline Comment: NO 6PM NWS ON 10/3, 10/11,50/16,10/22											
	14	TU-F,M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$900.00	10/02-10/08	1	1	1	\$900.00	

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	30	SU	10P-11P		:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
			Buyline Comment: L&O									
	31	SU	830P-930P		:30	\$1,800.00	10/07-10/07	1	1	1	\$1,800.00	
			Buyline Comment: NEWS									
	32	F	4P-5P		:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 55 / \$70,875.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$70,875.00
Sales Totals: 55 / \$70,875.00
Station Totals: 55 / \$70,875.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$393,750	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	18%
		KTNV	30%	KTUD	1%	KVCW	2%	KVMY	3%	KVVU	16%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

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Buyer	Maura Gilroy	Flight Dates	10/02/2012 - 10/08/2012	Salesperson Phone#	215-568-6540
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--- CREDIT RISK ---
CASH IN ADVANCE